

## **Corporate Demography: An Unexplored Trend along the Latin American Context**

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**Abstract :** This study aims to explore the Business Demography Phenomena along the Central American context, through the examination of its theoretical background, and the revision of Central American corporations success stories, that will eventually guide this research towards the business Demography Key Performance Indicators, across the Central American Business Ambiance. Considering that this analysis will support the development of a Small and Medium Business Observatory over the Honduran commercial landscapes, as platform for the reinforcement of this global topic.

**Keywords :** business demography, economic dynamism, small, medium and large enterprises, corporate demography

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